

Amendment to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. – 10. (canceled)

11. (new) A method for referring to digital watermark information embedded in a mark image, said digital watermark information including action definition information and its referenced data, and performing processing with reference to the digital watermark information, said method comprising the steps of:

receiving the mark image that embeds the digital watermark information, said digital watermark information containing both the action definition information and the referenced data different from one mark image to another, said referenced data including use conditions of the mark;

extracting the digital watermark information from the received mark image;

authenticating said use conditions in the digital watermark information by executing the action definition to see if said use conditions are satisfactory;

displaying the mark image on a display unit in accordance with the authentication result by executing the action definition; and

displaying information relevant to the mark image on the display unit by executing the action definition, when the displayed mark image is pointed at.

12. (new) A method for referring to digital watermark information according to claim 11, wherein the step of displaying a mark image displays a display meaning that said mark image is being invalidly used on the display unit when said use conditions are judged to be unsatisfactory.

13. (new) A method for referring to digital watermark information according to claim 11, wherein the step of displaying a mark image displays a display meaning that said mark image is being invalidly used on the display unit when said use conditions are judged to be unsatisfactory, further informing a mark authentication server of an occurrence of the invalid mark use.

14. (new) A method for referring to digital watermark information according to claim 11, wherein said use conditions include both a URL of use permitted site and an effective period.

15. (new) A method for referring to digital watermark information according to claim 14, wherein the step of authenticating said use conditions displays a display meaning that the URL is invalid on the display unit when said URL of use permitted site proves invalid.

16. (new) A method for referring to digital watermark information according to claim 14, wherein the step of authenticating said use conditions displays a display meaning that the URL is invalid on the display unit when said URL of use permitted site proves invalid, further informing a mark authentication server of an occurrence of the invalid mark use.

17. (new) A method for referring to digital watermark information according to claim 14, wherein the step of authenticating said use conditions displays a display meaning that the effective period has been expired on the display unit when said effective period proves out of date.

18. (new) A method for referring to digital watermark information according to claim 14, wherein the step of authenticating said use conditions displays a display meaning that the effective period has been expired on the display unit when said effective period proves out of date, further informing a mark authentication server of an occurrence of the invalid mark use.